

Application No.: 09/505,914
Amendment dated:
Reply to Office Action of: January 25, 2005

REMARKS

This amendment is responsive to the Office Action dated January 25, 2005. Claims 97-113 are pending in this application. By this amendment, Applicant earnestly requests reconsideration of this application.

In paragraph 3 of the office action, claims 97-111 and 114-129 are rejected under 35 U.S.C. Section 103(a) as being unpatentable over the patent to D'Agostino in view of the patent to Smith and further in view of the patent to Dagdeviren. The Examiner contends that the patent to D'Agostino discloses a commercial transaction communication system and differs from the claims only because it does specify communicating dynamic, full-motion video. The Examiner relies on the patent to Smith to fill that apparent void in D'Agostino. The Examiner also recognizes that D'Agostino further differs from claims 97-129 because *"although it teaches alternatively providing for a single link to transmit voice and data, it does not specify alternatively involving analog or digital lines."* Accordingly, the Examiner suggests combining three references to arrive at the claimed invention, with no suggestion in any of the references that explicitly invites such a combination. Moreover, as urged before by Applicant, the patent to D'Agostino *"lacks a plurality of vendor groups in that each service is provided from a single vendor."* To that, because the patent to D'Agostino lacks an explicit teaching, the Examiner responds indicating that *"each group can be considered as a different vendor group in that each vendor group sells a different product or service"* (emphasis by underlining added). Further to Applicant's argument that there is no vendor selection that results from processing, the Examiner points to the combination of factors that are processed including *"buyer input," "representative*

Application No.: 09/505,914
Amendment dated:
Reply to Office Action of: January 25, 2005

knowledgeability," "office operability," and "customer call volume." There appears to be no vendor selection based on the commercial transaction data.

To expedite allowance of this application, claim 97 is also further amended.

Respectfully, Applicant urges the Examiner to reconsider her rejections in view of the above arguments and amendments. Favorable consideration and allowance of claim 97 and its dependents is respectfully requested. In the event there remain outstanding issues, the undersigned requests a personal interview with the Examiner to resolve any such issues.

Dated: July 25, 2005

9255 Sunset Blvd., Suite 810
Los Angeles, CA 90069
(310) 247-2860

Respectfully submitted,

By: Reena Kuyper
Reena Kuyper
Registration No. 33,830